

INTERNAL COMMUNICATION STRATEGY – DELIBERATIVE PROCESS

Draft: 7/17/07

Prepared by: Ted Linnert, Community Involvement Coordinator x6119

Administrative Order on Consent with W.R. Grace – OU3 (the Mine) Libby Asbestos Superfund Site

Issue/Action

An Administrative Order on Consent (AOC) with W.R. Grace & Co. was signed on _____ . The Agreement stipulates that W.R. Grace will _____ at Operable Unit 3 (OU3, the Mine) of the Libby Asbestos Superfund Site.

This strategy is designed to address the media and public reaction to the AOC, to formulate answers to probable questions, and to identify EPA's spokesperson(s) on this issue. It is not anticipated that this action will cause much consternation within the Lincoln County community or with the local media since this is a positive move forward with the PRP funding the work.

Site Background

Libby is set in a picturesque valley carved by the Kootenai River and framed by the Cabinet Mountains at the northwest corner of Montana, just 35 miles east of Idaho and 65 miles south of Canada. The town has a population of less than 2,900; 12,000 people live within a ten-mile radius.

In November 1999, EPA sent an Emergency Response Team to Libby as the result of local concern and news articles about asbestos-contaminated vermiculite, which is mined near town. EPA's first priority was to assess the risk to public health with respect to asbestos contamination and eliminate the major sources of asbestos in the community. The Mine has been inactive since 1990 and the public has not been allowed on the Grace property for several years.

In 2002, the Libby Asbestos Site was added to the NPL and 3,000+ properties were inspected and sampled. By June of 2007, 851 properties have been cleaned up and significant toxicity and epidemiological studies were initiated in order to complete the Baseline Risk Assessment. Investigations have begun in Troy, at the Mine site, and at various processing areas.

EPA continues to work with the community to take the necessary actions to protect human health.

Internal Region 8/Libby Communications Structure

Key Contacts:	Function:	Work Phone:
Media Spokesperson(s):		
Paul Peronard, EPR	Libby Team Leader	303-312-6808
Bonnie Lavelle, EPR	Remedial Project Manager – OU3	303-312-6579
Matt Cohn, ENF	Enforcement Attorney	303-312-6853

EPA Region 8:

Libby Site Management Team:

Mike Cirian, EPR	On-Site Project Manager	406-293-6194
Fran Costanzi, EPR	Remedial Project Manager	303-312-6571
Kelcey Land, ENF	Technical Enforcement	303-312-6393
Wendy O'Brien, EPR	TAU Toxicologist/DVM	303-312-6712
Aubrey Miller, EPR	TAU Toxicologist/MD	303-312-7023
Mary Goldade, EPR	TAU Chemist	303-312-7024
Ted Linnert, 8OC	Community Involvement Coord.	303-312-6119

Key R-8 Personnel:

Carol Rushin	A.R.A. - EPR	303-312-6051
Bill Murray, EPR	Superfund Manager	303-312-6401
Kathie Atencio	Program Manager	303-312-6803
Jim Luey, EPR	TAU Supervisor	303-312-6791
John Wardell	Montana Office Director	406-457-5001

State:

Caterine LeCours, MDEQ	Remedial Project Manager, Troy	406-841-5040
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Stakeholders:

Elected Officials:

U.S. Congressional Delegation

Kirby Campbell-Rierson (Baucus - Kalispell)	406-756-1150/406-756-1150
Paul Wilkins (Baucus – D.C.)	202-224-7551
Virginia Sloan (Tester - Kalispell)	406-257-3859
Keli McQuiston(Rehberg - Missoula)	406-543-9550 / 406-543-0663

Montana State Legislators

Lincoln County Commissioners

John Konzen - Troy	406-295-4420 / 406-293-8577
Rita Windom - Libby	406-293-7781 x208 / 406-293-8577
Marianne Roose - Eureka	406-296-3139 X 209 / 406-293-8577
LibbyMayor Tony Berget	406-293-1776
Libby City Council President Charlene Leckrone	406-293-3755

Community:

Libby Community Advisory Group	See CAG list
Libby Technical Assistance Group Chair	See TAG list
Ron Anderson, LC Environmental Health	406-293-5640 x228
Northwest Montana Human Resources	406-293-2712
Libby Job Service	406-293-6282
CARD Clinic	406-293-9274
ARD Net	
Chamber of Commerce	

Media:

Western News	406-293-4124
Montanian	406-293-8202
Kootenai Valley Record	
Tobacco Valley News	
Local television affiliates	
K___ Radio Station, Libby	
K___ Radio Station, Libby	
The Missoulian	
The Denver Post	
Great Falls Tribune	
Helena Independent Record	
Associated Press	

Strategy**Goals:**

1. To keep the public and media informed within legal and press policy restraints.
2. To address any concerns generated by the AOC.
3. To gauge public response and receptivity to our cleanup approach.

Messages:

1. The mine has been dormant since 1990 and the public's access is restricted.
2. Removal activity thus far has addressed OU's where people are currently living and working.
3. The AOC is enforceable and the PRP will be paying for all?? of the work on the ground.
4. OU3 includes the forests surrounding the mine, Rainy Creek drainage and Road????....

COMMUNICATION ACTION PLAN

Activity	Person(s) Responsible	When/Due	Comments	Results
Identify Spokesperson	Paul/Bonnie	Essentially Done		Bonnie, Matt, & Paul
Organizational Meetings	Team			
Draft Communications Strategy	Ted and Team	ongoing	In progress	
Finalize Comm Strat	Ted and Team		Comm Strats are always a <u>draft</u> !	
AOC is in effect		??????	.	
Sampling Begins		???????		

QUESTIONS & ANSWERS

Will the taxpayer have to pay for any of the work at the mine?

When will the work start?

How long do you expect it to take?

Will the contamination be kept on site?

What about the tree bark situation?

Who provides oversight of Grace's contractors?

Why should we trust any sampling done by Grace?

Why wasn't the mine done first – it's the source of all the problems?